

ABSTRACT OF THE DISCLOSURE

A method including placing an order of at least one shop selected item with a shop, the at least one shop selected item including a purchasable item that a consumer relies on the shop to select from a group of mutually equivalent items without the consumer having to see and select the purchasable item, and going to the shop and choosing at least one personally selected item, the at least one personally selected item including a purchasable item that a consumer does not rely on the shop to select.